

REMARKS

Claims 1-9 are presented for consideration, with Claim 1 being independent.

Claim 1 has been amended to further distinguish Applicant's invention from the cited art. Support for the claim amendments can be found, for example on page 12, line 11, *et. seq.*, of the specification.

Claims 1-9 stand rejected under 35 U.S.C. §103 as allegedly being unpatentable over Tsuzuki '716, Yamaguchi '391, Nagakubo '343, and Sumiyoshi '374. This rejection is respectfully traversed.

Claim 1 of Applicant's invention relates to a video display apparatus comprised of a display panel, a converting circuit for executing nonlinear conversion for an input video signal to output a converted video signal, and a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen. In addition, an adjustment circuit adjusts the converted video signal on the basis of the display brightness featured value to output an adjusted video signal, and a superimposing circuit superimposes a signal for displaying textual information or an icon on the adjusted video signal to output a superimposed video signal to the display panel.

As recited in Claim 1, the display brightness featured value detecting circuit receives the superimposed video signal output from the superimposing circuit and calculates the display brightness featured value from the superimposed video signal in which textual information or an icon is superimposed thereon, and the adjustment circuit adjusts the converted video signal based on the calculated display brightness featured value such that the textual information or the icon is

not adjusted based on the calculated display brightness featured value. An image is displayed on the basis of the superimposed video signal output from the superimposing circuit.

In accordance with Applicant's invention, a high performance video display apparatus can be provided.

The patents to Tsuzuki, Yamaguchi and Nagakubo were previously cited.

Tsuzuki relates to an automatic brightness correctness apparatus for an image display device that includes a display panel 18 and a converting circuit 12 for converting an input video signal to an output video signal. A display brightness featured value detecting circuit, *e.g.*, brightness information detector 21 or cathode current detection transistor 32, detects a display brightness featured value indicating a brightness of the display device, and an adjustment circuit, *i.e.*, controller 20, adjusts the converted video signal based on the output display brightness featured value.

The secondary citation to Yamaguchi relates to a contrast/brightness control circuit for a television and is relied on for disclosing a superimposing circuit 30 that superimposes a signal for displaying textual information or an icon on an adjusted video to output a superimposed video signal to the display panel. As shown in Figure 3, a first video signal processor 21 adjusts the contrast/brightness of a first picture signal, and a second video signal processor 22 adjusts the contrast/brightness of a second picture signal. The superimposing circuit superimposes the picture signals to form a picture signal z1 to be displayed on the CRT. With reference to Figure 4, the first video signal processor includes a contrast/brightness adjustor 211 and an APL detector 212 that receives picture signal h11 for the main picture display region, and the second

video signal processor 22 includes its own APL detector 222 and contrast/brightness adjuster 221 that receives picture signal k11 for the sub-picture display region.

The Nagakubo patent relates to a luminance adjusting apparatus and was relied on for its teaching of executing non-linear conversion of an input video signal.

Finally, the newly-cited patent to Sumiyoshi relates to a television receiver that includes a first signal processing unit 10 for producing television broadcasting signals R, G, and B, and an on-screen display signal generator 21 for generating on-screen display signals R, G, and B.

Sumiyoshi recognizes that, in conventional television receivers, it is known to apply automatic contrast limit to both the television broadcasting signals as well as the on-screen display signals. The problem, however, according to Sumiyoshi, is that when the on-screen display ratio is small, the contrast of the on-screen characters changes unnecessarily and gives viewers an unnatural impression (see Col. 2, lines 36-51). Sumiyoshi thus provides a contrast controller 14 that prevents contrast control to the on-screen display when a ratio of the on-screen display occupied in the entire screen is not above a prescribed level (see Col. 5, lines 29-47).

Initially, it is submitted that the proposed combination of art fails to teach or suggest, among other features, a display brightness featured value detecting circuit that calculates a display brightness featured value from a superimposed video signal in which textual information or an icon is superimposed thereon, and an adjustment circuit that adjusts the converted video signal based on the calculated display brightness featured value such that textual information or the icon is not adjusted based on the calculated display brightness featured value.

In the primary citation to Tsuzuki, a brightness level of the video signal is corrected based on the detected deviation between a digital test pulse and a benchmark (see Col. 6, lines

42-65). Tsuzuki, however, fails to teach or suggest any type of superimposing circuit, as acknowledged in the Office Action. And although the secondary citation to Yamaguchi includes a superimposing circuit, *i.e.*, superimposing circuit 30, the position of this circuit in the circuit diagrams of Figures 3 and 4 with respect to the positions of the APL detectors 212 and 222 show that the proposed combination of art, even if proper, fails to calculate a display brightness featured value from the superimposed video signal. Specifically, in Yamaguchi the contrast/brightness of the signals h11 and k11 are independently adjusted based on the detected APL, and this is done before the signals are sent to the superimposing circuit.

Further, the Office Action asserts, on page 5, that Sumiyoshi provides that the converted video signal is adjusted based on the calculated display brightness featured values and such that textual information or the icon is not adjusted based on calculated display brightness featured value. In response, however, it is respectfully submitted that Sumiyoshi merely disguises between on-screen display signals and television signals and controls contrast of the on-screen display based on a predetermined ratio. Sumiyoshi does not teach or suggest adjusting the converted video signal based on a display brightness featured value calculated from a superimposed video signal.

Accordingly, without conceding the propriety of combining the art in the manner proposed in the Office Action, it is submitted that such a combination, even if proper, still fails to teach or suggest Applicant's claimed invention. Therefore, reconsideration and withdrawal of the rejection under 35 U.S.C. § 103 is respectfully requested.

Thus, it is submitted that Applicant's invention as set forth in independent Claim 1 is patentable over the cited art. In addition, dependent Claims 2-9 set forth additional features of

Applicant's invention. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Request for an Interview

Applicant respectfully requests a telephone interview with the Examiner. Accordingly, Applicant's representative will contact the Examiner within one week's time to schedule an interview. Should the Examiner take up the application for examination before such an interview is scheduled, it is respectfully requested that Applicant's undersigned representative be contacted for the purposes of scheduling an interview.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our address given below.

Respectfully submitted,

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